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# Consumer Purchases of Selected FRUITS AND JUICES

in MAY

1956



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

July 1956

CPFJ-28

Agriculture - Washington

## FROZEN JUICES AND ADES

The volume of frozen concentrated orange juice bought by United States householders during May held at about the same level as in the preceding month but was slightly smaller than the volume bought in May 1955. The lower purchase volume was primarily the result of a slight decline in the proportion of families buying this product compared with a year earlier. Prices paid by householders for frozen orange juice continued to average higher than a year earlier, with prices paid in May 1956 about 1.2 cents higher per 6-ounce can than a year earlier (fig. 4).

Frozen concentrated grape juice purchases during May of this year were about 8 percent smaller than in May 1955. The average quantity purchased by buying families during May was almost unchanged, but the proportion of families buying was down slightly from a year earlier. Prices paid averaged slightly lower than in May 1955 (table 2).

Frozen concentrated lemonade purchases during May were up seasonally from April 1956. The volume purchased by householders, however, was materially smaller--about 29 percent--than in May 1955. This decline largely resulted from a lower proportion of United States families buying the product. Prices paid for frozen concentrate for lemonade during May averaged about 0.5 cent a 6-ounce can lower than in the corresponding month last year (fig. 5).

Buying of canned single-strength orangeade during May continued strong with household purchases equivalent to about 563,000 cases of No. 2 cans--a record high for this product. A larger proportion of families bought single-strength orangeade and those buying purchased larger average quantities than a year earlier. Prices paid were slightly lower during May 1956 than in May a year earlier (fig. 5).

Purchases of shelf-pack concentrate for orangeade during May 1956, although larger than in the preceding month, were about 13 percent smaller than May 1955. This decline was due to a drop in the proportion of families buying. Prices paid averaged only slightly higher than in May 1955 (table 2).

## CANNED JUICES

United States householders bought a slightly larger volume of canned single-strength orange juice during May 1956 than in the preceding month but a 19-percent smaller volume than in May 1955. Since October 1955, householders have reported smaller monthly purchases than in the same month a year earlier. The proportion of families reporting monthly purchases of canned orange juice during the period October 1955-May 1956 ranged from a high of 10.6 percent in February 1956 to a low of 9.1 percent in April 1956. In the corresponding period last season, the proportion of families buying ranged from a high of 11.8 percent in March 1955 to a low of 10 percent in December 1954. An additional factor reflected in the smaller purchase volume



this season, compared with last season, was a decrease in the average quantity of juice purchased by those buying (table 1).

With the exception of October 1955, when prices paid for canned orange juice were almost unchanged from the corresponding month a year earlier, prices paid by householders this season have been somewhat higher than a year earlier. Prices paid in May 1956 averaged about 3.6 cents higher per 46-ounce can than a year earlier (fig. 6).

In contrast to the decline in the buying of canned orange juice, household purchases of canned grapefruit juice during October 1955-May 1956 were up from the corresponding period a year earlier. Larger monthly purchases of grapefruit juice, than a year earlier, have been reported by householders since November 1955 with purchases in May 1956 about 12 percent larger than May 1955. Larger total purchases resulted from an increase in the proportion of families buying as well as larger average quantities purchased by those buying. Prices paid for canned grapefruit juice during May were unchanged from May 1955. With the exception of October and November 1955, the average monthly price paid this season has been almost unchanged from that paid during the October-May period of the 1954-55 season (fig. 6).

Householders' purchases of orange-grapefruit blended juice in May 1956 were down about 10 percent from May 1955. The proportion of families buying this product--3.3 percent--was slightly larger than a year earlier, but the average quantity purchased by those families was smaller. Prices paid for blended juice dropped slightly from April 1956 but averaged about 0.8 cent higher than in May 1955 (fig. 6).

Single-strength lemon juice purchases by householders continued to be lower than a year earlier with total purchases in May 1956 about 11 percent smaller than in May 1955. Householders, however, reported larger purchases than in the preceding month. Prices paid were about 1.4 cents lower per 5-1/2-ounce can than in May 1955.

Consumer purchases of canned and bottled single-strength grape juice during May were slightly lower than in May 1955. There was no change in the proportion of families purchasing this product, but the average quantity bought during the month by these families was slightly lower than in May 1955.

Householders' purchases of canned pineapple juice during May were about 12 percent smaller and tomato juice about 16 percent smaller than in May 1955. The smaller volume of canned pineapple juice primarily resulted from a smaller average quantity purchased by buying families. On the other hand, smaller total purchases of tomato juice primarily resulted from a decrease in the proportion of families buying.

There was little change from a year earlier in the average price paid for pineapple juice, but consumers paid about 2 cents more for a 46-ounce can of tomato juice.

Household buying of prune juice during May 1956 was down slightly from the preceding month but continued to be higher than in the corresponding month a year earlier. There was no change from a year earlier in the proportion of families buying but those purchasing bought larger average quantities. Prices paid were unchanged from April 1956 and May 1955 (table 1).

#### FRESH CITRUS

As a result of smaller purchases of Florida oranges and oranges unidentified as to origin, total purchases of fresh oranges by United States householders during May 1956 were slightly lower than during May a year earlier. Purchases were down substantially from the preceding month--about 18 percent for California oranges and 10 percent for Florida oranges--as a result of the seasonal decline in availability (fig. 8).

The proportion of families buying fresh oranges dropped moderately from the preceding month and was slightly lower than in May 1955. The average volume of fresh oranges purchased by buying families during May was also below that reported in both April 1956 and May 1955. Prices paid for fresh oranges were appreciably higher than a year earlier, averaging 51.5 cents a dozen compared with 42.8 cents a dozen in May 1955 (table 3).

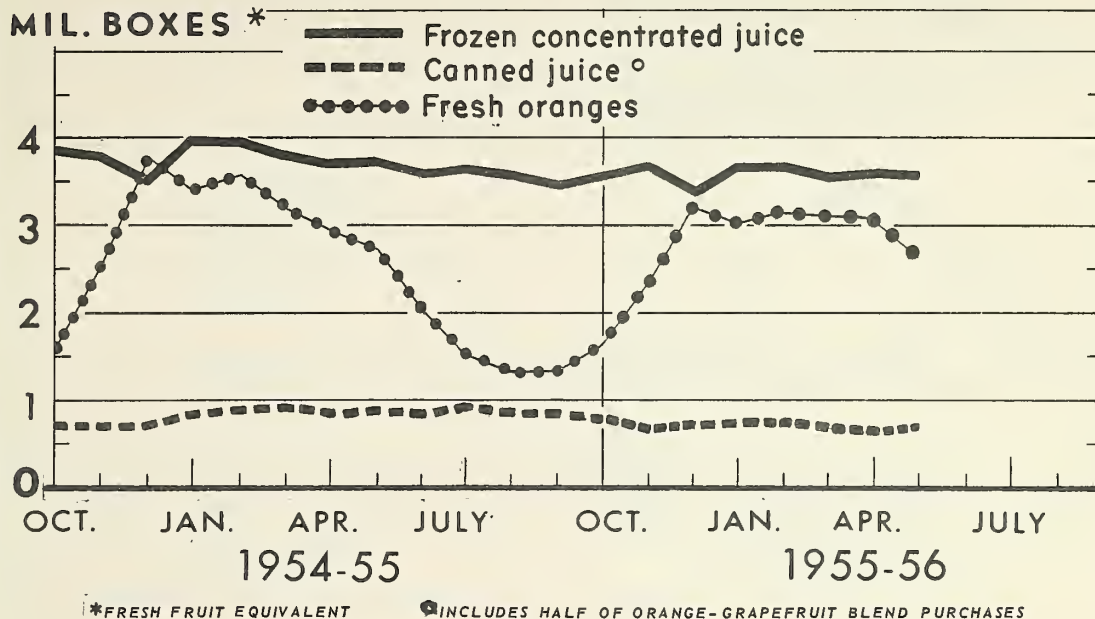
Purchases of Florida grapefruit were unusually large during May 1956, about 15 percent higher than May 1955. A relatively small volume of California-Arizona grapefruit was bought by United States householders during May 1956, but purchases held at about the same level as reported in May 1955 (table 3).

About 25 percent of the Nation's families, or a slightly larger proportion than a year earlier, bought fresh grapefruit during May. About 16 percent of United States families bought Florida grapefruit, 3 percent California-Arizona grapefruit, and about 9 percent bought grapefruit unidentified as to origin.

Prices paid for Florida grapefruit were almost unchanged from a year earlier while prices paid for California-Arizona and unidentified grapefruit were lower.

There was a sharp rise in the volume of fresh lemons purchased by householders during May compared with the preceding month. Purchases in May, however, were only slightly larger than in May 1955. Householders reported paying slightly lower prices for fresh lemons during May than a year earlier (table 3).

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 56 (7) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

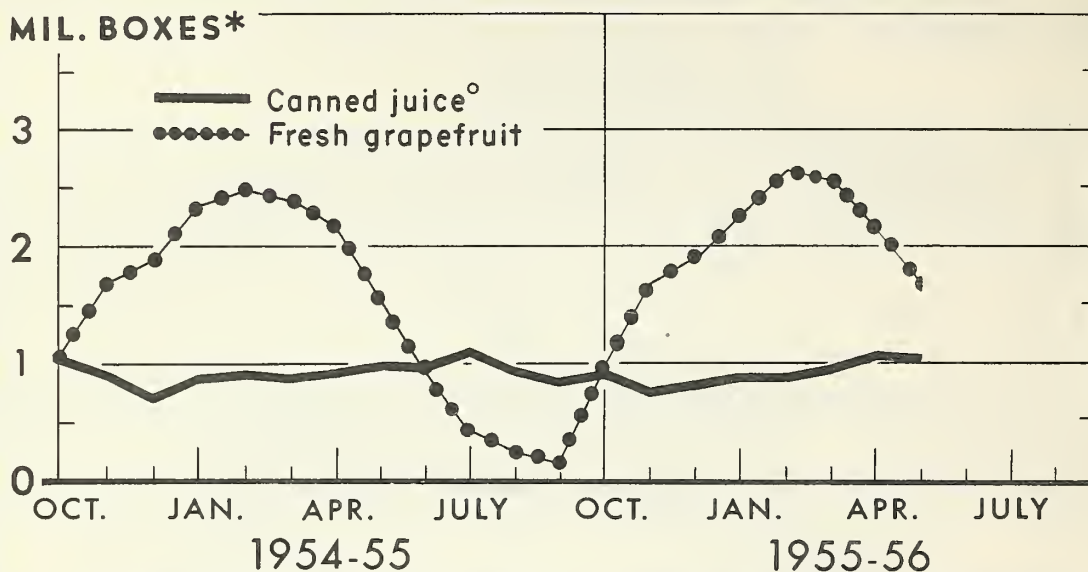
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March	3,126	3,181	3,569	3,775	693	912	7,388	7,868
October-March 2/	18,166	19,543	23,406	24,599	4,675	5,177	46,247	49,319
April	3,055	2,965	3,603	3,685	664	841	7,322	7,491
May	2,617	2,709	3,565	3,700	685	872	6,867	7,281
June		2,001		3,568		822		6,391
October-June 2/		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930 - (7) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December <sup>2/</sup>	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March	2,543	2,387	962	887	3,505	3,274
October-March <sup>2/</sup>	13,370	12,995	5,670	5,734	19,040	18,729
April	2,165	2,162	1,050	924	3,215	3,086
May	1,668	1,552	1,032	978	2,700	2,530
June		948		970		1,918
October-June <sup>2/</sup>		17,950		8,657		26,607
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season <sup>2/</sup>		18,905		12,016		30,921

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



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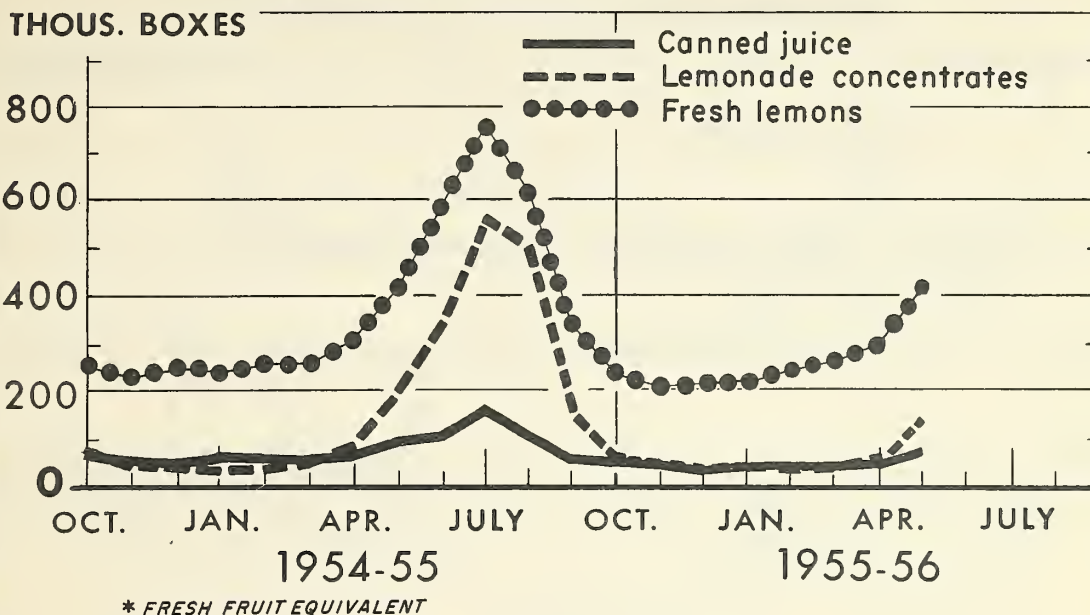
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See first slip for  
DIRECTIONS

Changes in title are  
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# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-56 (7) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March	261	252	42	46	37	41	40	43	343	341
October-March 3/	1,492	1,583	262	318	236	224	255	241	2,009	2,142
April	288	307	46	54	58	68	59	72	393	433
May	416	407	71	84	135	187	138	197	625	688
June		587		96		327		342		1,025
October-June 3/		2,997		572		865		913		4,482
July		754		160		526		554		1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season 3/		4,814		909		2,085		2,186		7,909

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

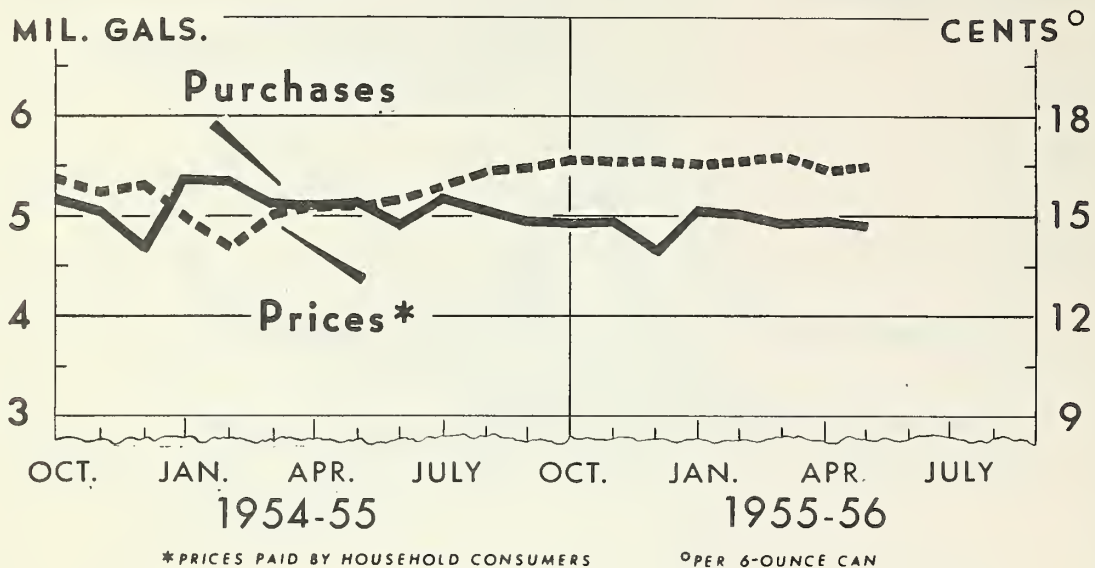
2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56 (7) AGRICULTURAL MARKETING SERVICE

Figure 4

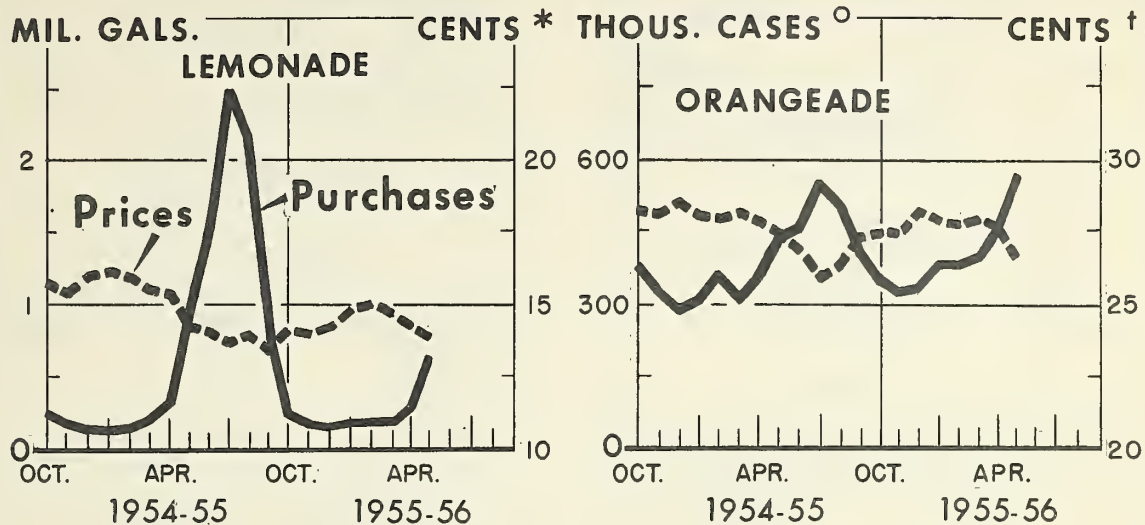
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March	4,903	5,094	16.8	14.8
October-March 1/	32,216	33,089		
April	4,970	5,090	16.4	15.2
May	4,917	5,111	16.5	15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



\* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933 - 56 (7) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

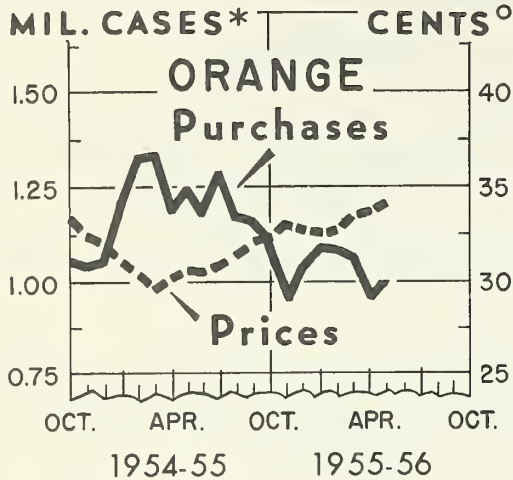
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
			per 6 oz. can				per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March	177	194	14.7	15.5	393	311	28.0	28.2
October-March 2/	1,121	1,061			2,348	2,136		
April	273	321	14.2	15.3	446	348	27.6	27.9
May	640	887	13.8	14.3	563	436	26.7	27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

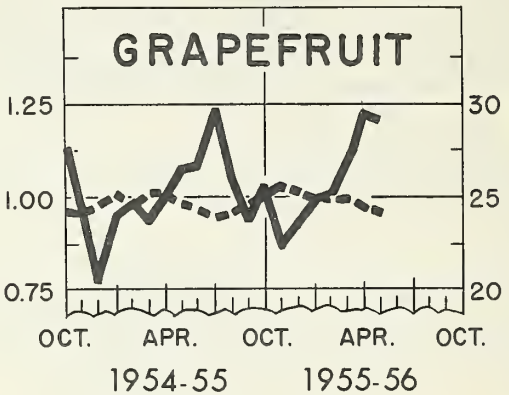
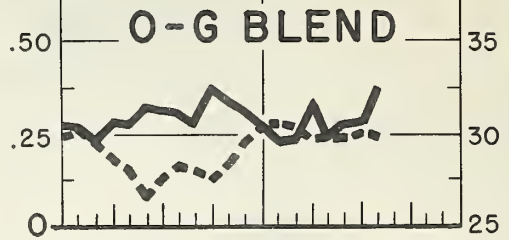
# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

MIL. CASES\* — CENTS°



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934 - 56 (7) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56
	1,000	1,000			1,000	1,000			1,000	1,000		
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
March	1,021	1,326	33.5	29.5	1,114	939	24.8	25.2	273	322	29.8	26.5
October-March 2/	6,801	7,591			6,439	6,157			1,706	1,795		
April	960	1,190	33.5	30.2	1,223	1,006	24.5	25.2	285	312	30.0	27.7
May	1,000	1,241	34.2	30.6	1,204	1,077	24.4	24.6	277	307	29.1	28.3
June		1,176		30.5		1,080		24.4		280		28.1
October-June 2/		11,515				9,593				2,779		
July		1,287		30.8		1,235		23.9		377		27.6
August		1,170		31.4		1,049		24.1		334		28.5
September		1,161		32.1		942		24.7		314		29.6
Season 2/		15,425				13,088				3,878		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

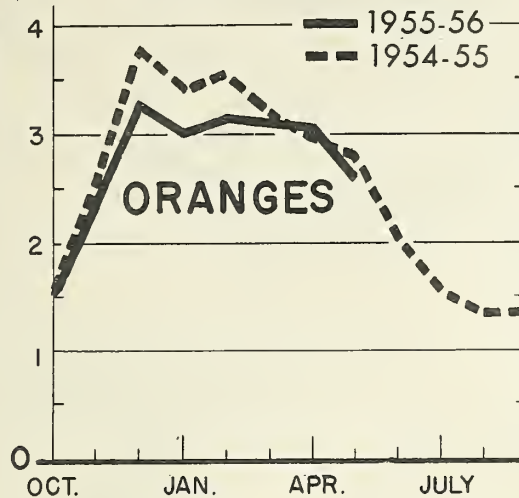
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



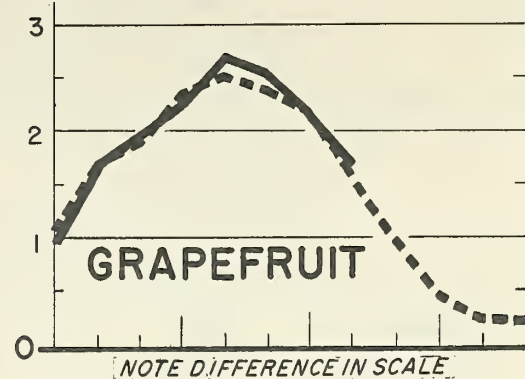
# FRESH CITRUS FRUIT

## Consumer Purchases

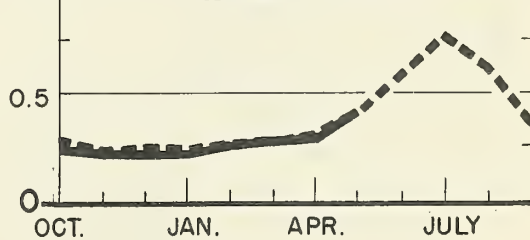
MIL. BOXES



MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1935 - 56 (7) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000			1,000	1,000			1,000	1,000		
November	1,643	1,574	42.1	45.6	904	1,053	90.7	92.8	226	252	43.9	45.1
December	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
October-December 1/	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
January	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
February	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
March	3,126	3,181	44.9	39.8	2,543	2,387	76.0	78.4	261	252	44.6	42.9
October-March 1/	18,166	19,543			13,370	2,995			1,492	1,583		
April	3,055	2,965	45.8	42.2	2,165	2,162	81.1	82.9	288	307	42.5	41.3
May	2,617	2,709	51.5	42.8	1,668	1,552	91.3	93.3	416	407	40.2	41.9
June		2,001		43.5		948		101.5		587		40.4
October-June 1/		27,758				17,950				2,997		
July		1,522		43.9		434		106.6		754		41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season 1/		32,270				18,905				4,814		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

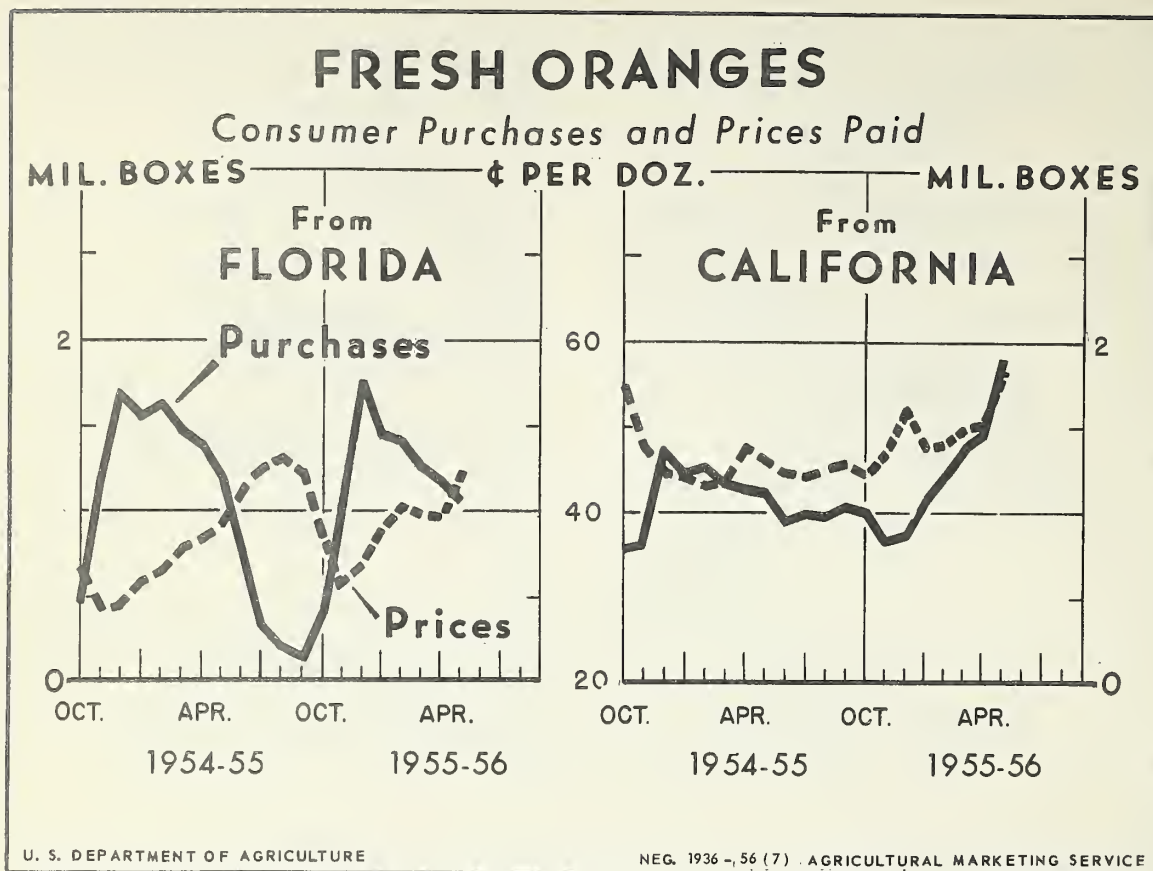


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,660			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March	1,261	1,471	39.6	35.8	1,384	1,170	49.8	43.8
October-March 1/	8,070	8,704			6,944	7,206		
April	1,186	1,380	39.7	36.7	1,458	1,125	50.3	47.8
May	1,065	1,204	44.5	38.3	1,190	1,116	56.9	46.4
June		746		42.6		963		44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, May 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	9.5	10.8	1,000	1,241	1.7	1.7	54.2	60.1	46	34.2	30.6
Grapefruit	10.1	9.3	1,204	1,077	1.6	1.5	67.8	67.1	46	24.4	24.6
Orange and gpft. blend	3.3	3.2	277	307	1.4	1.4	53.6	59.6	46	29.1	28.3
Lemon	3.1	3.6	65	73	1.2	1.2	14.9	15.0	5½	11.8	13.2
Grape	4.5	4.5	201	209	1.3	1.4	29.8	29.0	24	33.5	33.1
Pineapple	13.8	14.2	1,271	1,442	1.4	1.5	58.3	59.4	46	27.6	27.0
Prune	7.8	7.8	657	587	1.9	1.7	38.6	39.5	32	32.3	32.2
Tomato	16.5	18.7	1,467	1,749	1.6	1.5	50.6	54.6	46	28.8	26.3
Total 2/	49.8	49.5	7,332	7,511	2.6	2.6	50.1	52.0			
Canned ades											
Orangeade	4.1	3.5	563	436	1.6	1.7	76.4	67.3	46	26.7	27.5

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, May 1956 and 1955 (4-week period)

Commodity	Percentages of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	29.5	30.2	4,917	5,111	2.2	2.3	20.2	19.5	6	16.5	15.3
Grape	4.6	5.2	329	358	1.5	1.5	12.6	12.4	6	19.8	20.5
Other concentrates	1/	1/	281	280	1/	1/	13.0	13.9	6	15.2	15.5
Total	31.7	32.5	5,527	5,749	2.4	2.5	19.0	18.5			
Concentrated ades											
Frozen											
Lemonade	6.9	9.5	640	887	1.4	1.5	17.3	16.5	6	13.8	14.3
Shelf pack											
Orangeade	1.3	1.6	138	159	1.9	1.6	15.0	16.3	6	16.9	16.6

1/ Information not available.



Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, May 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	<u>Percent</u>	<u>Percent</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Number</u>	<u>Number</u>	<u>Units</u>	<u>Units</u>	<u>Cents</u>	<u>Cents</u>
Oranges										
California-Arizona	22.8	21.5	1,190	1,116	1.9	1.8	10.5	12.7	56.9	46.4
Florida	15.1	17.0	1,065	1,204	2.0	2.1	12.7	13.6	44.5	38.3
Unidentified	7.7	9.2	339	372	1.5	1.5	11.1	11.7	50.1	42.3
Total <u>1/</u>	39.6	41.5	2,617	2,709	2.2	2.1	11.3	12.8	51.5	42.8
Grapefruit										
California-Arizona	3.0	2.7	163	161	1.6	1.7	5.2	5.4	75.6	86.4
Florida	16.1	14.5	1,029	891	2.0	2.0	4.8	4.5	95.5	95.4
Unidentified	8.6	9.2	424	443	1.5	1.5	4.8	4.5	90.0	92.6
Total <u>1/</u>	25.3	24.4	1,668	1,552	2.0	2.0	4.8	4.6	91.3	93.3
Lemons										
	25.9	26.3	416	407	1.6	1.6	7.1	6.9	40.2	41.9
Total <u>2/</u>	57.2	58.7	4,720	4,669	3.1	3.0	8.6	9.3	55.3	48.9

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.